Amendments to the Claims

1. (previously presented)   A method for defining an optimal end of product life integrated action plan for procurement, manufacturing, and marketing comprising:
   a)   accessing end of product life materials planning parameters;
   b)   accessing end of product life pricing parameters; and
   c)   evaluating said end of product life materials planning parameters and said end of product life pricing parameters in conjunction to define said integrated action plan wherein said integrated action plan is an end of product life integrated action plan.

2. (original)   The method as recited in Claim 1, wherein said integrated action plan comprises:
   a build plan, a procurement plan, and a sales and pricing plan.

3-4. (canceled)

5. (previously presented)   The method as recited in Claim 1, wherein said end of product life materials planning parameters comprise:
   bill of material, and inventory.

6. (previously presented)   The method as recited in Claim 1, wherein said end of product life pricing parameters comprise:
   a parameterized demand curve formed using a pricing information generating technique.

7. (previously presented)   The method as recited in Claim 1, wherein said evaluating said end of product life materials planning parameters and said end of product life pricing parameters is done via an optimization engine employing a mathematical programming model and technique.

8. (original)   The method as recited in Claim 7, wherein the goal of said optimization engine is maximization of product gross profit.

9. (original) The method as recited in Claim 7, wherein the goal of said optimization engine is optimizing the trade-off between product gross profit maximization and inventory write-off cost minimization.

10. (original) The method as recited in Claim 7, wherein business rules are applied to said optimization engine.

11. (original) The method as recited in Claim 10, wherein said business rules comprise:
objectives, budgets, parts procurement limits, and build capacity.

12. (previously presented) A computer system comprising:
a bus;
a memory unit coupled to said bus; and
a processor coupled to said bus, said processor for executing a method for defining an optimal end of product life integrated action plan for procurement, manufacturing, and marketing comprising:
a) accessing end of product life materials planning parameters, said end of product life materials planning parameters comprising:
bill of material, parts cost, capacity consumption, and inventory;
b) accessing end of product life pricing parameters, said end of product life pricing parameters comprising:
a parameterized demand curve, said parameterized demand curve formed using a pricing information generating technique, said pricing information generating technique obtained from the family of pricing information generating techniques comprising:
auction price analyzer, consumer survey, panel of judges, and statistical regression based models; and
c) evaluating said end of product life materials planning parameters and said end of product life pricing parameters in conjunction via an optimization engine, wherein said optimization engine employs a mathematical programming model and technique to define said integrated action plan, wherein said integrated action plan is an end of product life integrated action plan.

13. (original)   The computer system of Claim 12, wherein the goal of said optimization engine comprises:

maximizing product gross profit, or optimizing the trade-off between product gross profit maximization and inventory write-off cost minimization.

14. (original)   The computer system of Claim 13, wherein business rules are applied to said optimization engine.

15. (original)   The computer system of Claim 14, wherein said business rules comprise:

objectives, budgets, parts procurement limits, and build capacity.

16. (original)   The computer system of Claim 15, wherein said objectives comprise:

revenue, write-off, and profit.

17. (original)   The computer system of Claim 12, wherein said integrated action plan further comprises:

a build plan, a procurement plan, and a sales and pricing plan.

18-19 (canceled)

20. (original)   The computer system of Claim 17, wherein said integrated action plan is further comprised of metrics.

21. (original)   The computer system of Claim 20, wherein said metrics comprise:

revenue, write-off, profit, and shadow prices.

22. (previously presented)   The computer system of Claim 12, wherein said end of product life pricing parameters are obtained from a discrete said parameterized demand curve.

23. (original)   The computer system of Claim 12, wherein said pricing parameters are obtained from a continuous said parameterized demand curve.

24. (original)   The computer system of Claim 12, wherein said mathematical programming model and technique is obtained from the family of mathematical programming models and techniques comprising:

mixed integer models, linear models, non-linear models, and techniques such as simplex methods, interior point methods, branch and bound (cut), constraint programming, and meta-heuristics.

25. (previously presented)   A computer-usable medium having computer-readable program code embodied therein for causing a computer system to perform a method for defining an optimal end of product life integrated action plan for procurement, manufacturing, and marketing comprising:
   a)   accessing end of product life materials planning parameters;
   b)   accessing end of product life pricing parameters; and
   c)   evaluating said end of product life materials planning parameters and said end of product life pricing parameters in conjunction to define said integrated action plan, wherein said integrated action plan is an end of product life integrated action plan.

26. (original)   The computer-usable medium of Claim 25, wherein said integrated action plan comprises:

a build plan, a procurement plan, and a sales and pricing plan.

27-28. (canceled)

29. (previously presented)   The computer-usable medium of Claim 25, wherein said end of product life materials planning parameters comprise:
   bill of material, and inventory.

30. (previously presented)   The computer-usable medium of Claim 25, wherein said end of product life pricing parameters comprise:
   a parameterized demand curve formed using a pricing information generating technique.

31. (original)   The computer-usable medium of Claim 25, wherein said evaluating said materials planning parameters and said pricing parameters is

done via an optimization engine employing a mathematical programming model and technique.

32. (original)   The computer-usable medium of Claim 31, wherein the goal of said optimization engine is maximization of product gross profit.

33. (original)   The computer-usable medium of Claim 31, wherein the goal of said optimization engine is optimizing the trade-off between product gross profit maximization and inventory write-off cost minimization.

34. (original)   The computer-usable medium of Claim 31, wherein business rules are applied to said optimization engine.

35. (original)   The computer-usable medium of Claim 34, wherein said business rules comprise:

objectives, budgets, parts procurement limits, and build capacity.